

S.D.E.

M.B.A. (E) SEM-I (2 YEAR COURSE) : SUMMER - 2018

SUBJECT: MARKETING MANAGEMENT

Day: **Monday**  
Date: **04/06/2018**

Time: **10.00 A.M. TO 01.00 P.M.**  
Max. Marks: 70

S-2018-4561

**N.B.:**

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

**SECTION-I**

- Q.1** Explain various stages in the marketing research process. (14)
- Q.2** Discuss the various theories of retailing and types of retail formats. (14)
- Q.3** Explain the importance of segmentation, position of and targeting. (14)
- Q.4** Define relationship management and explain its importance. Discuss why CRM has gained importance over the years. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Criteria for successful positioning
  - b) Brand building
  - c) Publicity

**SECTION-II**

- Q.6** As a marketing manager you are expected to highlight various methods of pricing available to you and the factors influence of the pricing decisions. (14)
- Q.7** Your company is a multi-location fast food joint. It is operating in the state of Maharashtra and plans expand its operations to South India. Design marketing plan and marketing mix for launch of is fast food in South India. (14)
- Q.8** You have an excess of inventory of woolen clothing in your retail outlet and winter is fast getting over and you plan to dispose of the stock as cost price. Prepare a sales promotion plan for the disposal of the excess stock. (14)

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